

## **COOPERATIVE EXTENSION SERVICES**

### **Statement of Purpose**

North Carolina Cooperative Extension - Catawba County Center is a cooperative educational agency sponsored jointly by the United States Department of Agriculture, North Carolina State University, North Carolina A&T State University, and Catawba County. It provides Catawba County citizens with scientifically based information and informal educational opportunities focused on local needs and issues.

### **Outcomes**

#### **Agriculture**

1. Eighty (80) nurserymen, greenhouse growers, and landscape professionals will receive professional training from North Carolina Cooperative Extension Services (NCCES) throughout the year and be encouraged to adopt and use practices associated with Best Management Practices, ornamental plant selection, innovative production practices, Integrated Pest Management (IPM), alternatives to conventional practices, and environmentally sound practices related to protection of water quality. Evaluations will be based on implementation of practices adopted, client self-report, and participation in workshops. Those practices related to IPM and BMPs will impact the amounts of pesticides applied to the environment, and will create an awareness among green industry professionals and employees on being better environmental stewards.
2. Two thousand (2,000) citizens will show increased knowledge and awareness of proper plant selection, plant management, and/or pest management practices in residential and community landscapes. This outcome will be met through plant clinics, workshops, and individual consultations. Evaluation will be based on contact data, pre/post testing of workshop participants and follow-up surveys.
3. One hundred (100) field and forage crop growers will increase production practice knowledge through grower meetings, corn, wheat, and soybean field days, informal meetings, and newsletters. Twenty (20) growers will adopt new and/or improved production practices including improved variety selection, pesticide use, and pest management through this effort. Attendance rosters, informal feedback, and surveys will measure outcome results.
4. Sixty (60) crop, dairy, and other farmers will increase knowledge and implement one or more of the following farm management practices: animal waste and fertilizer management, soil sampling, crop rotation and cover crops, dairy herd management, improved herbicide selection, rates, and timings, proper pesticide use, improved variety selection, commodity marketing, and price risk management. Evaluation will be based on participation in grower meetings,

workshops, clinics, and field days, informal feedback, adoption of improved record keeping and business management practices, success stories, and economic impacts.

5. Two hundred fifty (250) beef and forage producers will increase their knowledge and implement one or more management practices that will improve farm profitability in Fiscal Year 2006/07:
  - a. improved decision-making in feed purchasing and utilization that will result in lower feed expenses and/or higher production goals for the farm enterprise;
  - b. improved marketing methods for feeder calves and replacement heifers;
  - c. improved knowledge of weed control options through Extension sponsored learning opportunities;
  - d. utilization of alternative purchasing methods for farm inputs (group purchasing programs).
  - e. Thirty youth will be targeted with educational events through the 4-H livestock program to include livestock judging, skill-a-thon, and live animal projects.
6. One educational tour will be conducted for cattle producers to visit beef cattle operations in South Carolina and Georgia. Other learning opportunities will consist of monthly educational programs for the local cattlemen's association, on-farm demonstrations, newsletters, conferences, group learning, and one-on-one contact with producers. Evaluations will be based on client participation in educational events, written evaluation tools completed by clients, personal success stories reported by clients, and other evidence of practice adoption.
7. One hundred fifty (150) horse owners will increase their knowledge of horse management by participation in a variety of Extension sponsored educational events. Regional Equine Information Network System (REINS) volunteers will be utilized to reach these clients with group classroom and on-farm programs, individual contact with horse owners in their community, clinics, and other outreach efforts. Some of the events planned for Fiscal Year 2006/07 include programs on weed control and pasture management on horse farms, farm management, disease control and prevention, and horse waste management. REINS volunteers will indicate hours of service and number of contacts via a formal monthly reporting process.

## **Environment and Natural Resources**

8. Extension Staff will facilitate Keep Catawba County Beautiful's (KCCB) collection and analysis of annual Litter Index data on 110 miles of designated roadways within eleven (11) areas in the county. 50 % of the surveyed areas will show improvement over 2006 baseline data.

9. Through increased cooperation and coordination with the NC Department of Transportation and local Appearance Commissions, the Adopt-A-Highway programs within the County will increase from 128 miles to 140 miles, with emphasis on recruitment along main thoroughfares.
10. Seven hundred and fifty (750) youth and adults will increase awareness of environmental issues impacting the Catawba River Basin and promote effective practices to conserve and protect water related natural resources through Extension programming on relevant watershed issues. Efforts will be evaluated using formal surveys, number of participants in related programs, and informal feedback from program participants particularly planned conservation/protection practices.
11. Cooperative Extension staff will facilitate the ongoing organization and development of KCCB as a self-sustaining chapter of Keep America Beautiful (KAB). A strategic plan will be developed that identifies critical community beautification, litter prevention, and litter clean-up issues. Appropriate strategies will be identified, developed and implemented to address these issues. Evaluation will be based on successfully completing full KAB affiliate status and development of the strategic plan by December 31, 2006.
12. Two hundred (200) citizens and yard-care professionals will be encouraged to implement environmentally sensitive landscaping practices through trainings, presentations, resource development and distribution on subjects such as: composting, raingarden installation, stormwater management, erosion control, utilization of native and non-invasive species, techniques to landscaping for needs of wildlife, xeriscaping, intelligent pest management and appropriate cultural practices.

#### **4-H Youth Development**

13. Thirty (30) Catawba County youth will experience mental, physical, and social growth as a result of participating in a weeklong residential summer camping program offered through North Carolina 4-H. Cooperative Extension staff will work cooperatively with local civic organizations and schools to recruit youth and identify and award camp scholarships to enable low-income youth to participate. Growth will be measured by observation, parent surveys, and personal testimonies by campers.
14. Eight hundred (800) students will learn about the harmful effects of alcohol, marijuana, and tobacco use and develop targeted life skills to help them resist peer pressure and make healthy choices as a result of participating in LifeSkills. 75% of the participants will show an increase in knowledge and skills based on teacher evaluation and pre and post-test.
15. The quality of school-age childcare programs will be improved by offering on-site enrichment programs for youth and staff development training. Eight hundred

(800) youth at fifteen (15) school-age childcare programs will participate in 4-H after-school programs. A total of fifty (50) school-age childcare workers will participate in workshops designed to help them improve their effectiveness in work and designing programs for youth. The value of the 4-H programs and trainings will be measured using written evaluations following on-site programs and trainings.

16. Three hundred and fifty (350) youth participating in 4-H clubs and short-term special interest programs will show an increase in knowledge and skills as a result of club or program participation measured using parent/youth evaluations. Special interest programs to be offered include Speak-Up (public speaking), Career Smarts, and Summer Fun programs.
17. Thirty (30) teens will improve their leadership and communication skills as a result of participating in teen-oriented educational programs and service learning opportunities offered through 4-H. Teens will demonstrate an increase in skill through successfully serving in leadership roles (teaching workshops, serving as teen club leaders, etc.) and also by showing an increase in skills measured using a written evaluation.

### **Family and Consumer Sciences**

18. Financial security in later life, and ultimately quality of life, is affected by financial management practices and experiences in the market place. As a result of education in the areas of family financial management, consumer decision-making, extending and increasing income, and housing maintenance and care, 80% of one hundred fifty (150) individuals will develop skills and strategies to effectively manage their personal finances. The impact will be measured by the number reporting financial status improvements due to adoption of practices and skills learned in the workshops
19. Rapid changes in society create multiple family challenges and stressors. As a result of Extension educational programs, a projected fifty (50) individuals will gain knowledge and practice skills for developing positive interpersonal relationships. Measures of progress include the number of individuals who attend stress management training programs and adopt one or more specific practices for managing their personal and family stress. Impact will be evaluated by client self report of increased quality of life as the result of practicing one or more specific principle of stress management.
20. An estimated 76 million cases of food-borne illness occur each year. In cooperation with Environmental Health, Department of Public Instruction, and others, food safety training will be offered for managers and employees of retail food establishments, public school food service employees, and grocery store employees. Of a projected one hundred forty (140) participants, all will indicate

an increased knowledge about safe food handling and 80% will improve their operational food safety practices.

### **Administrative**

21. To ensure the safety of staff and citizens while working or visiting the Catawba County Agricultural Resources Center our current alarm system is to be upgraded in Fiscal Year 2006/07. The Emergency Action Plan will be updated to reflect the enhancements made by the new system and the ARC Safety Committee will be trained. The outcome success will be measured by improved drill response time based on three (3) drills (Fire, Tornado and Lock-Down) being conducted prior to the upgrade and three (3) following the upgrade and tabulated by May 31, 2007.
22. To improve the way we conduct business through a random sampling of written suggestions from internal and external staff and those who visit our facility. A suggestion box system will be implemented and reviewed monthly from July 1, 2006 – April 31, 2007. Suggestions that are practical, affordable, and either save money or enhance the way we do business will be implemented.

# Cooperative Extension Services

## Reinventing Department

Organization: 310050

	2004/05 Actual	2005/06 Current	2006/07 Requested	2006/07 Approved	Percent Change
<b>Revenue</b>					
Federal	\$11,830	\$0	\$0	\$0	0%
Local	21,776	21,775	0	0	0%
General Fund	242,747	267,583	296,917	296,917	11%
<b>Total</b>	<b>\$276,353</b>	<b>\$289,358</b>	<b>\$296,917</b>	<b>\$296,917</b>	<b>3%</b>
<b>Expenses</b>					
Personal Services	\$204,070	\$219,498	\$234,511	\$234,511	7%
Supplies & Operations	61,124	69,860	62,406	62,406	-11%
Capital	11,159	0	0	0	0%
<b>Total</b>	<b>\$276,353</b>	<b>\$289,358</b>	<b>\$296,917</b>	<b>\$296,917</b>	<b>3%</b>
<b>Employees</b>					
Permanent	6.50	7.50	7.50	7.50	0%
Hourly	1.00	0.50	0.50	0.50	0%
<b>Total</b>	<b>7.50</b>	<b>8.00</b>	<b>8.00</b>	<b>8.00</b>	<b>0%</b>

Fiscal Year 2004/05 Outcome Achievements				
Total Outcomes	Achieved	Partially Achieved	Not Achieved	Success Rate
16	15	1	0	94%

### Significant Changes:

Outcomes for this department continue to focus on the three core areas of the program: family and consumer education, agriculture and natural resources, and 4-H and youth development. Cooperative Extension achieved 15 of 16 outcomes last fiscal year with 1 outcome to develop an environmental report card for the County partially achieved.

Based on data from the Fiscal Year 2005/06 mid-year report, Cooperative Extension is on track to achieve all but one outcome for a 4-H weeklong residential summer camp program that will not take place until Fiscal Year 2006/07. Normally this camp takes place in June but it will not occur until July this year.

Outcomes for Fiscal Year 2006/07 include establishment of a Catawba County chapter of Keep America Beautiful and coordination of activities related to environmental education and beautifying gateway entries to Catawba County. Outcomes continue to address agriculture and natural resources, 4-H youth development, and family and consumer sciences, with an emphasis on education.

Cooperative Extension continues to meet and exceed State outcomes for educational services provided to citizens. The agency also continues to develop goals designed to improve efficiency and to increase the availability of information and departmental resources.